# Customer Service Executive (Meet and Greet)

(Job Role)

Qualification Pack: Ref. Id. THC/Q4205
Sector: Travel, Tourism and Hospitality

Textbook for Class XI

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विद्यया ऽमृतमश्नुते
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राष्ट्रीय शैक्षिक अनुसंधान और प्रशिक्षण परिषद्
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# Foreword

The National Curriculum Framework–2005 (NCF–2005) recommends bringing work and education into the domain of the curricular, infusing it in all areas of learning while giving it an identity of its own at relevant stages. It explains that work transforms knowledge into experience and generates important personal and social values such as self-reliance, creativity and cooperation. Through work one learns to find one's place in the society. It is an educational activity with an inherent potential for inclusion. Therefore, an experience of involvement in productive work in an educational setting will make one appreciate the worth of social life and what is valued and appreciated in society. Work involves interaction with material or other people (mostly both), thus creating a deeper comprehension and increased practical knowledge of natural substances and social relationships.

Through work and education, school knowledge can be easily linked to learners' life outside the school. This also makes a departure from the legacy of bookish learning and bridges the gap between the school, home, community and the workplace. The NCF–2005 also emphasises on Vocational Education and Training (VET) for all those children who wish to acquire additional skills and/or seek livelihood through vocational education after either discontinuing or completing their school education. VET is expected to provide a 'preferred and dignified' choice rather than a terminal or 'last-resort' option.

As a follow-up of this, NCERT has attempted to infuse work across the subject areas and also contributed in the development of the National Skill Qualification Framework (NSQF) for the country, which was notified on 27 December 2013. It is a quality assurance framework that organises all qualifications according to levels of knowledge, skills and attitude. These levels, graded from one to ten, are defined in terms of learning outcomes, which the learner must possess regardless of whether they are obtained through formal, non-formal or informal learning. The NSQF sets common principles and guidelines for a nationally recognised qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities.

It is under this backdrop that Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), Bhopal, a constituent of NCERT has developed learning outcomes based modular curricula for the vocational subjects from Classes IX to XII. This has been developed

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under the Centrally Sponsored Scheme of Vocationalisation of Secondary and Higher Secondary Education of the Ministry of Education, erstwhile Ministry of Human Resource Development.

This textbook takes care of generic skills embedded in various job roles in a comprehensive manner and also provides more opportunities and scope for students to engage with these common and necessary skills, such as communication, critical thinking and decision making in different situations pertaining to different job roles.

I acknowledge the contribution of the development team, reviewers and all the institutions and organisations, which have supported in the development of this textbook.

NCERT would welcome suggestions from students, teachers and parents, which would help us to further improve the quality of the material in subsequent editions.

HRUSHIKESH SENAPATY
*Director*
National Council of Educational
Research and Training

New Delhi
*September 2020*

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# About the Textbook

The Travel, Tourism and Hospitality is one of the largest service industries in India as well as in the world that includes transportation, accommodation, places of tourist interests, planning of events, etc. It is perhaps also the largest foreign exchange earner along with being a provider of employment of many people, directly or indirectly through many associated service industries. It includes government tourism departments, immigration and custom services, travel agencies, airlines, tour operator, hotels, etc., and many associated service industries such as airline catering or laundry services, guides, interpreters, tourism promotion and sales, etc.

Amongst the several jobs available in the Travel, Tourism and Hospitality industry, the 'Customer Service Executive (CSE) (Meet and Greet)' is an essential job role in hotels and travel companies. A Customer Service Executive (Meet and Greet) performs the basic functions related to tour operation at work and prepares for providing meet and greet services to the customers or guests at the terminal or designated places, i.e., hotel's Front Office. As the guests arrive, the CSE extends a warm welcome and greetings to them and provide other services and assistance such as, inquiring about their comfort, make travel arrangements, handling guest's queries and assist them to transfer luggage on arrival and departure. Customer Service Executive (Meet and Greet) provides all the information regarding their trip and hand over the necessary documents as tour itinerary, hotel vouchers, booked tickets and agency manuals, etc., to the tourists or guests.

After successfully completing this course in Classes XI and XII, students will be able to perform the job role of Customer Service Executive (Meet and Greet) in travel, tourism and hospitality sector and will also be able to pursue higher level certificate, diploma and degree courses in Travel and Tourism or Hospitality field.

This textbook has been developed as an effort to impart knowledge and skills through practical exercise, which forms a part of experiential learning. It focuses on the learning by performing job activities along

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with the classroom teaching learning process. The learning activities are students-centred.

This textbook has been developed with the contribution of the expertise from the subject and industry experts and academicians for making it a useful and inspiring teaching-learning resource material for the students. Adequate care has been taken to align the content of the textbook with the National Occupational Standards (NOSs) for the job role so that the students acquire necessary knowledge and skill as per the performance criteria mentioned in the respective NOSs of the Qualification Pack (QP). The textbook has been reviewed by experts to make sure that the content is not only aligned with NOSs, but is also of good quality. The NOSs for the job role of 'Customer Care Executive (Meet and Greet)' covered through this textbook are as follows:

1. Introduction to Tourism Industry
2. Introduction to Hospitality Industry
3. THC/N4208: Meet and Greet Service to Customers
4. THC/N4207: Prepare for Providing Meet and Greet Service
5. THC/N4209 & THC/N4210: Arrange for the Guest Transfers and Handling Guest Queries
6. THC/N9901: Communicate with Customers and Colleagues

Unit 1 of this textbook gives the introduction of tourism industry, various tourism terminologies and their use in modern trends in professional world.

Unit 2 emphasises the introduction of Hospitality Industry and its evolution.

Unit 3 focuses on the importance of Meet and Greet Service for customers. It apprises the students about the meaning and various terminologies of Customer Service Executive (Meet and Greet).

Unit 4 is about the process and preparation for extending Meet and Greet Service to the customers.

I hope this textbook will be useful for students and teachers who opt for this job role. I shall be grateful to receive suggestions and observations from readers which would help in bringing out a revised and improved version of this textbook.

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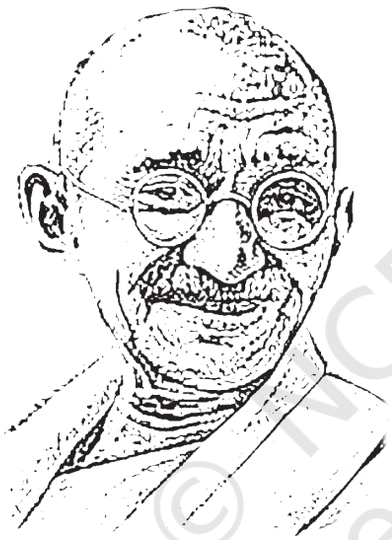

*.....Ahimsa is the very definition of woman and there is no place for untruth in her heart. If she is true to herself she is no longer Abala – the weak, but she is Sabala – the strong.....*

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